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[0092] According to yet another embodiment of the present invention, the second algorithm comprises an encryption function.

[0093] According to yet another embodiment of the present invention, the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus to determine a grade of the sensed data prior to calculating the certificate.

[0094] According to yet another embodiment of the present invention, the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus to calculate the certificate using the second algorithm based upon the unique value and at least one of the grade of the sensed data and a timestamp associated with the sensed data.

[0095] According to yet another embodiment of the present invention, the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus to: define a data format prior to receiving the unique value and the sensed data.

[0096] According to yet another embodiment of the present invention, there is provided an apparatus comprising at least one processor; and at least one memory including a computer program code, wherein the at least one memory and the computer program code are configured to, with the at least one processor, cause the apparatus to: receive at least a pseudonym and a certificate via a secure channel from a user equipment; calculate a unique value using a first algorithm based upon the pseudonym; calculate at least one reference value based at least in part on the unique value using a second algorithm; compare the at least one reference value with the received certificate; and if the at least one reference value matches the received certificate, confirm validity of the received certificate so that the user equipment may obtain a reward associated with sensed data; wherein the apparatus is internal or external to a server.

[0097] According to yet another embodiment of the present invention, the first algorithm comprises a hash function determined by the server.

[0098] According to yet another embodiment of the present invention, the second algorithm comprises an encryption function determined by the server.

[0099] According to yet another embodiment of the present invention, the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus to: calculate a reference value based upon the unique value and at least one of a timestamp associated with the sensed data and one of a plurality of data grades, the plurality of data grades being predefined by the server.

[0100] Example embodiments of the present invention have been described above with reference to block diagrams and flowchart illustrations of methods, apparatuses (i.e., systems). It will be understood that each block of the block diagrams and flowchart illustrations, and combinations of blocks in the block diagrams and flowchart illustrations, respectively, can be implemented by various means including computer program instructions. These computer program instructions may be loaded onto a general purpose computer, special purpose computer, or other programmable data processing apparatus to produce a machine, such that the instructions which execute on the computer or other programmable data processing apparatus create means for implementing the functions specified in the flowchart block or blocks.

[0101] The foregoing computer program instructions can be, for example, sub-routines and/or functions. A computer program product in one embodiment of the invention comprises at least one computer readable storage medium, on which the foregoing computer program instructions are stored. The computer readable storage medium can be, for example, an optical compact disk or an electronic memory device like a RAM (random access memory) or a ROM (read only memory).

1-38. (canceled)

39. An apparatus, comprising:

a sensor arrangement comprising at least one sensor for sensing data;

at least one processor; and

at least one memory including a computer program code, wherein the at least one memory and the computer program code are configured to, with the at least one processor, cause the apparatus to:

generate a pseudonym in association with sensed data;

calculate a unique value based upon the pseudonym using a first algorithm;

send the unique value and the sensed data to a server;

receive from the server a certificate, wherein the certificate is calculated at the server based at least in part on the unique value using a second algorithm; and

send at least the pseudonym and the certificate to a certification center via a secure channel, for obtaining a reward associated with the sensed data;

wherein the certification center is internal or external to the server.

40. The apparatus according to claim 39, wherein the first algorithm comprises a hash function.

41. The apparatus according to claim 39, wherein the second algorithm comprises an encryption function.

42. The apparatus according to claim 39, wherein the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus to: prior to calculating the unique value, receive from the server information associated with the first algorithm.

43. The apparatus according to claim 39, wherein the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus to: prior to sending at least the pseudonym and the certificate, save at least the pseudonym, the certificate, and a timestamp associated with the sensed data.

44. An apparatus, comprising:

at least one processor; and

at least one memory including a computer program code, wherein the at least one memory and the computer program code are configured to, with the at least one processor, cause the apparatus to:

receive a unique value and sensed data from a user equipment, wherein the unique value is calculated at the user equipment using a first algorithm based upon a pseudonym generated by the user equipment;

calculate a certificate based at least in part on the unique value using a second algorithm; and

send the certificate to the user equipment so that the certificate may be forwarded to a certification center for obtaining a reward associated with the sensed data;

wherein the certification center is internal or external to the apparatus.

45. The apparatus according to claim 44, wherein the at least one memory and the computer program code are further